

Making Omaha a Still Better Place to Live In

# Supporting Your Home Market Strengthens Its Service to You

*To Livestock Producers:*

**H**AVE you ever considered the full importance to you of the market place afforded you in Omaha? Have you ever thought what it would mean if you had to ship your livestock and the products of your farm and field to some distant point to sell them? Suppose you were without an always-open market at hand. It would cost you more to sell—an added cost which would have to come out of money that is now part of your profit. Your net profit would be less; the earning power of your land would be lowered, and hence the value of your land would be decreased.

Therefore, it distinctly pays you to have a strong, central market place and trading headquarters in your midst—pays you to do everything possible to help in its upbuilding.

When you think of it this way, the fact that Armour has invested heavily here in plants, machinery and equipment to stabilize your market, takes on a new importance to you. For, then, you realize why it is to your own personal interest to help make this plant a success by keeping it busy. That Armour pays producers in the Omaha territory about \$75,000,000 a year for cattle, hogs and sheep is of huge significance to every farmer for miles around. These millions have a very direct bearing on general prosperity and the worth of land per acre.

Then consider the Armour investment here from another angle. Armour does a local business of approximately \$84,000,000 yearly.

In addition to the \$75,000,000 paid to producers, they pay out around \$4,000,000 in wages. Another \$3,500,000 goes into the purchase of supplies, much of which are bought from nearby concerns. And a heavy sum is paid in local and State taxes.

These regular distributions of enormous amounts enable this whole district to have better stores for you to trade with—they enable drygoods and clothing stores, furniture and hardware men, grocers, implement dealers and other retailers to carry better stocks. And by giving them steady sale for their goods, you are assured of better places to do your buying.

Omaha is your logical market place and the natural trading center of this entire territory. By giving it the support that keeps your market always open, you are at the same time making it a better center for the purchase of your necessary supplies.

**ARMOUR AND COMPANY**

*W. C. Armour* General Mgr.

**Don't Sell Your Liberty Bonds**

*They're the Best Investment on Earth*

